

Remit To: KDKA-TV  
21251 NETWORK PLACE  
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: VOGEL FOR STATE SENATE(189308)  
PO BOX 23  
Beaver, PA 15009-0023

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-56965  
Contract Dates: 10/10/2012-10/23/2012  
Customer Order:  
Linked Order:  
CPE: / / 2884

Invoice Num: 1201-544266  
Invoice Date: 10/28/2012  
Billing Cycle: Broadcast EOM  
Billing Period: 10/01/2012-10/28/2012

Page 1 of 9

**PAY BY** 11/27/2012  
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)  
7669 Stagers Loop  
Delaware, OH 43015-7010  
ATTN:Accounts Payable

Product Desc: PA SD47 ELDER VOGEL 10/10-23

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description		Buy Line Dates		MTWTFSS		Dur	Total Spots	Rate
1	THIS MORNING 6-7AM		10/11/2012-10/12/2012		...TF..		30	3	600.00
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/08/2012-10/14/2012		...TF..		3		600.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/11/2012	Th	06:14:26 AM		TVGENEV1201H	30	600.00			
10/11/2012	Th	06:59:00 AM		TVGENEV1201H	30	600.00			
10/12/2012	Fr	06:29:29 AM		TVGENEV1201H	30	600.00			
2	THIS MORNING 6-7AM		10/15/2012-10/19/2012		MTWTF..		30	5	600.00
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/15/2012-10/21/2012		MTWTF..		5		600.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/15/2012	Mo	06:24:52 AM		TVGENEV1201H	30	600.00			
10/16/2012	Tu	06:14:56 AM		TVGENEV1201H	30	600.00			
10/17/2012	We	06:29:06 AM		TVGENEV1201H	30	600.00			
10/18/2012	Th	06:25:44 AM		TVGENEV1201H	30	600.00			
10/19/2012	Fr	06:27:26 AM		TVGENEV1201H	30	600.00			
3	THIS MORNING 6-7AM		10/22/2012-10/22/2012		M.....		30	1	675.00
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/22/2012-10/28/2012		M.....		1		675.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	06:39:35 AM		TVGENEV1201H	30	675.00			
4	PITTSBURGH LIVE		10/11/2012-10/12/2012		...TF..		30	3	125.00
LUR;10 MIN SEP									

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Delaware, OH 43015-7010  
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Buy Line	Flight Description	Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate	
Week Of		M T W T F S S		Spots Per Week		Rate			
10/08/2012-10/14/2012		... T F . .		3		125.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
10/11/2012	Th	09:10:09 AM		TVGENEV1201H	30	125.00			
10/11/2012	Th	09:22:00 AM		TVGENEV1201H	30	125.00			
10/12/2012	Fr	09:31:50 AM		TVGENEV1201H	30	125.00			
5	PITTSBURGH LIVE	10/15/2012-10/17/2012		M . W . . . .		30	2	125.00	
LUR;10 MIN SEP									
Week Of		M T W T F S S		Spots Per Week		Rate			
10/15/2012-10/21/2012		M . W . . . .		2		125.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
10/15/2012	Mo	09:20:22 AM		TVGENEV1201H	30	125.00			
10/17/2012	We	09:24:41 AM		TVGENEV1201H	30	125.00			
6	PITTSBURGH LIVE	10/22/2012-10/23/2012		M T . . . . .		30	2	125.00	
LUR;10 MIN SEP									
Week Of		M T W T F S S		Spots Per Week		Rate			
10/22/2012-10/28/2012		M T . . . . .		2		125.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
10/22/2012	Mo				30				Credit
10/23/2012	Tu				30				Credit
7	M-F 6PM NEWS	10/10/2012-10/12/2012		. . W T F . .		30	3	900.00	
10 MIN SEP									

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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/08/2012-10/14/2012		. . W T F . .	3	900.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/10/2012	We	06:11:12 PM		TVGENEV1201H	30	900.00			
10/11/2012	Th	06:10:00 PM		TVGENEV1201H	30	900.00			
10/12/2012	Fr	06:24:35 PM		TVGENEV1201H	30	900.00			
8	M-F 6PM NEWS	10/15/2012-10/18/2012	MTW T . . .	30	4	990.00			
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		MTW T . . .	4	990.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/15/2012	Mo	06:10:00 PM		TVGENEV1201H	30	990.00			
10/16/2012	Tu	06:11:07 PM		TVGENEV1201H	30	990.00			
10/17/2012	We	06:09:28 PM		TVGENEV1201H	30	990.00			
10/18/2012	Th	06:09:26 PM		TVGENEV1201H	30	990.00			
9	M-F 6PM NEWS	10/23/2012-10/23/2012	. T . . . . .	30	1	1,080.00			
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		. T . . . . .	1	1,080.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/23/2012	Tu	06:10:43 PM		TVGENEV1201H	30	1,080.00			
10	M-F 630PM NEWS	10/10/2012-10/12/2012	. . W T F . .	30	3	900.00			
10 MIN SEP									

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<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/08/2012-10/14/2012		. . W T F . .	3	900.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/10/2012	We	06:58:20 PM		TVGENEV1201H	30	900.00			
10/11/2012	Th	06:53:11 PM		TVGENEV1201H	30	900.00			
10/12/2012	Fr	06:42:20 PM		TVGENEV1201H	30	900.00			
11	M-F 630PM NEWS	10/15/2012-10/17/2012	MTW . . . .	30	3	990.00			
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		MTW . . . .	3	990.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/15/2012	Mo	06:52:30 PM		TVGENEV1201H	30	990.00			
10/16/2012	Tu	06:57:20 PM		TVGENEV1201H	30	990.00			
10/17/2012	We	06:38:16 PM		TVGENEV1201H	30	990.00			
12	M-F 630PM NEWS	10/22/2012-10/23/2012	MT . . . . .	30	2	1,080.00			
10 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		MT . . . . .	2	1,080.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	06:28:29 PM		TVGENEV1201H	30	1,080.00			
10/23/2012	Tu	06:52:33 PM		TVGENEV1201H	30	1,080.00			
13	11PM NEWS	10/10/2012-10/12/2012	. . W T F . .	30	3	850.00			
LUR;10 MIN SEP									

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Buy Line	Flight Description		Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/08/2012-10/14/2012			.. W T F ..		3		850.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/10/2012	We	11:11:50 PM		TVGENEV1201H	30	850.00			
10/11/2012	Th	11:28:39 PM		TVGENEV1201H	30	850.00			
10/12/2012	Fr	11:33:44 PM		TVGENEV1201H	30	850.00			
14	11PM NEWS		10/15/2012-10/19/2012		M T W T F ..		30	5	1,890.00
10 MIN SEP									
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012			M T W T F ..		5		1,890.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/15/2012	Mo	11:33:50 PM		TVGENEV1201H	30	1,890.00			
10/16/2012	Tu	11:29:36 PM		TVGENEV1201H	30	1,890.00			
10/17/2012	We	11:31:04 PM		TVGENEV1201H	30	1,890.00			
10/18/2012	Th	11:23:12 PM		TVGENEV1201H	30	1,890.00			
10/19/2012	Fr	11:23:51 PM		TVGENEV1201H	30	1,890.00			
15	11PM NEWS		10/22/2012-10/23/2012		M T .....		30	2	2,000.00
10 MIN SEP									
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			M T .....		2		2,000.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	11:13:02 PM		TVGENEV1201H	30	2,000.00			
10/23/2012	Tu	11:23:09 PM		TVGENEV1201H	30	2,000.00			
16	11PM NEWS		10/13/2012-10/13/2012		..... S .		30	1	850.00
LUR;10 MIN SEP									

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<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/08/2012-10/14/2012			.....S.		1		850.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/13/2012	Sa	11:13:42 PM		TVGENEV1201H	30	850.00			
17	11PM NEWS		10/20/2012-10/20/2012		.....S.		30	1	1,700.00
10 MIN SEP									
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012			.....S.		1		1,700.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/20/2012	Sa	11:10:30 PM		TVGENEV1201H	30	1,700.00			
18	11PM NEWS		10/14/2012-10/14/2012		.....S		30	1	850.00
LUR;10 MIN SEP									
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/08/2012-10/14/2012			.....S		1		850.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/14/2012	Su	11:33:40 PM		TVGENEV1201H	30	850.00			
19	11PM NEWS		10/21/2012-10/21/2012		.....S		30	2	900.00
LUR;10 MIN SEP									
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012			.....S		1		900.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/21/2012	Su				30			900.00	Preempted
10/21/2012	Su	12:29:24 AM	10/21/2012	TVGENEV1201H	30	900.00	900.00		Makegood in 23:57:07-00:31:13

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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
20	SAT. MORN. LOCAL NEWS	10/20/2012-10/20/2012	.....S.	30	1	300.00				
10 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		.....S.		1		300.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/20/2012	Sa	06:30:08 AM		TVGENEV1201H	30	300.00				
21	SAT. MORN. LOCAL NEWS	10/13/2012-10/13/2012	.....S.	30	1	115.00				
LUR;10 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/08/2012-10/14/2012		.....S.		1		115.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/13/2012	Sa	07:56:46 AM		TVGENEV1201H	30	115.00				
22	SAT.CBS MORNING NEWS	10/20/2012-10/20/2012	.....S.	30	1	450.00				
10 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		.....S.		1		450.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/20/2012	Sa	08:59:25 AM		TVGENEV1201H	30	450.00				
23	CBS SUN MORN	10/14/2012-10/14/2012	.....S	30	1	500.00				
10 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/08/2012-10/14/2012		.....S		1		500.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/14/2012	Su	09:47:36 AM		TVGENEV1201H	30	500.00				

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: KDKA-TV  
21251 NETWORK PLACE  
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: VOGEL FOR STATE SENATE(189308)  
PO BOX 23  
Beaver, PA 15009-0023

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-56965  
Contract Dates: 10/10/2012-10/23/2012  
Customer Order:  
Linked Order:  
CPE: / / 2884

Invoice Num: 1201-544266  
Invoice Date: 10/28/2012  
Billing Cycle: Broadcast EOM  
Billing Period: 10/01/2012-10/28/2012

Page 8 of 9

**PAY BY** 11/27/2012  
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)  
7669 Stagers Loop  
Delaware, OH 43015-7010  
ATTN:Accounts Payable

Product Desc: PA SD47 ELDER VOGEL 10/10-23

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description		Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate		
24	CBS SUN MORN		10/21/2012-10/21/2012		. . . . . S		30	1	630.00		
10 MIN SEP											
Week Of		M T W T F S S		Spots Per Week		Rate					
10/15/2012-10/21/2012		. . . . . S		1		630.00					
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks		
10/21/2012	Su	09:34:35 AM		TVGENEV1201H	30	630.00					
25	NFL REGULAR SEASON GAMES		10/14/2012-10/14/2012		. . . . . S		30	1	3,300.00		
LUR;10 MIN SEP											
Week Of		M T W T F S S		Spots Per Week		Rate					
10/08/2012-10/14/2012		. . . . . S		1		3,300.00					
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks		
10/14/2012	Su	12:58:44 PM		TVGENEV1201H	30	3,300.00					
Total Spots		Gross Amt		Commission Amt		Net Amt		Debit	Credit	Reconciliation	
Air Time Totals		50		47,265.00		7,089.75		40,175.25	900.00	900.00	0.00

**Billing Notes**  
PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY VOGEL FOR SENATE. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.  
CBS Television Stations Standard Terms and Conditions for advertising shall apply.  
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

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Product Desc: PA SD47 ELDER VOGEL 10/10-23

Broadcast airtimes represented are reported to the nearest second.

Billing Notes		
<div>DUPLICATE</div>	Wire Transfer Instructions:	
	For Billing Inquiries Please Contact:	
	ACCOUNT EXECUTIVE	
	412-575-2200	
	Gross Billing	47,265.00
	Trade Value	0.00
	Agency Commission	7,089.75
	Local Tax	0.00
	State Tax	0.00
	Pre Paid Amount	0.00
	Pay This Amount	40,175.25

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